

Message Text

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PAGE 01 BERN 03279 070823Z

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 W

-----041569 080327Z /75

R 070745Z JUL 78

FM AMEMBASSY BERN

TO SECSTATE WASHDC 6542

INFO AMCONSUL ZURICH POUCH

UNCLAS BERN 3279

EO 11652: N/A

TAGS: BEXP, SZ

SUBJ: FY 1980 PROMOTIONAL EVENT SCHEDULE

REF: STATE 136913

1. UNCERTAINTY REGARDING DATES FOR 1979 INELTEC HAS DELAYED POST RESPONSE TO REFTEL. FAIR AUTHORITIES HAVE ANNOUNCED THAT INELTEC DATES NOW CHANGED FROM SEPTEMBER 1979 (FY 79) TO OCTOBER 9-13, 1979 (FY 80).

2. IF, AS STATED REFTEL, ONLY ONE EVENT COULD BE FUNDED IN FY 1980, INELTEC BEST CHOICE. ATTRACTS INTERNATIONAL FOR WIDE RANGE OF INDUSTRIAL ELECTRONIC EQUIPMENT. SAMA, MUCH MORE SPECIALIZED FAIR WHICH ATTRACTS WATCH INDUSTRY, OTHER USERS OF MINIATURIZED PRODUCTION PROCESSES SUCH AS MANUFACTURERS BALL POINT PENS AND CIGARETTE LIGHTERS.

3. WE PROPOSE COMMERCE-RECRUITED CATALOG EXHIBITION BE SCHEDULED FOR INELTEC 1979 WITH PRINCIPAL EMPHASIS ON COMPUTERS FOR INDUSTRIAL APPLICATIONS, COMPUTER SYSTEMS, PERIPHERALS, ELECTRONIC COMPONENTS, PROCESS CONTROL COMPUTERS AND

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INSTRUMENTATION, ELECTRONIC INSTRUMENTATION, PRODUCTION AND TEST EQUIPMENT FOR THE ELECTRONICS INDUSTRY, AND ELECTRO-OPTICAL EQUIPMENT. AN INDUSTRY EXPERT SHOULD BE ASSIGNED TO THE EXHIBITION. SPACE WOULD BE OBTAINED IN THE BUILDING HOUSING GROUP EXHIBITS COVERING INDUSTRIAL ELECTRONICS IN GENERAL RATHER THAN ONE SPECIALIZED

LIZING IN ONLY A SEGMENT OF THE ELECTRONICS
INDUSTRY.

4. THE POST WOULD MOUNT A LOCAL RECRUITMENT
EFFORT, AND WE ALSO WOULD EXPLORE PERHAPS (IN
COOPERATION WITH THE SWISS-AMERICAN CHAMBER)
THE FEASIBILITY OF TAKING AN OPTION ON ADJOINING
SPACE IN WHICH US SUBSIDIARIES OR SWISS AGENTS
OF US FIRMS COULD "CLUSTER" EQUIPMENT EXHIBITS.

5. FOREGOING HAS BEEN DISCUSSED WITH CMM
LINDSTROM WHO CONCURS.
WARNER

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
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Concepts: n/a
Control Number: n/a
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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780280-0316
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Original Previous Handling Restrictions: n/a
Page Count: 2
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Previous Handling Restrictions: n/a
Reference: 78 STATE 136913
Retention: 0
Review Action: RELEASED, APPROVED
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Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2092769
Secure: OPEN
Status: NATIVE
Subject: FY 1980 PROMOTIONAL EVENT SCHEDULE
TAGS: BEXP, SZ
To: STATE
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/2f6ce779-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014